

ORDER



Orders
Order / Rev: 725499
Alt Order #: 06399272
Product Desc: OBAMA EST2265 :60
Estimate: 2265
Flight Dates: 10/30/12 - 11/06/12
Original Date / Rev: 10/29/12 / 10/29/12
Order Type: Political

WTLV-TV

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Greer Margolis Mitchell/ Pol
Buying Contact:
Billing Contact:
 3050 K St NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser Name: Obama For America
Demographic: A35+
Product Codes: PL-Presidential
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/04/12	17	\$21,700.00	\$18,445.00
11/05/12	11/11/12	9	\$14,550.00	\$12,367.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	26	\$36,250.00	\$30,812.50	0.00
Totals	26	\$36,250.00	\$30,812.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WTLV-TV	28%	\$36,250.00
Market	100%	\$129,464.29

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
WAWS	16%	\$20,714.29
WCWJ	0%	\$0.00
WJXT	24%	\$31,071.43
WJXX	8%	\$10,357.14
WTEV	24%	\$31,071.43

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WTLV	10/30/12	11/05/12	5a-530a	CM	M-F 5a-530a	MTWTF--	1:00	2	\$400.00	P-3	0.00	NM	2	\$800.00
				5a-530a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--		2				\$400.00		0.00			
E 2	WTLV	10/30/12	11/05/12	530a-6a	CM	530a-6a	MTWTF--	1:00	2	\$400.00	P-3	0.00	NM	2	\$800.00
				530a-6a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--		2				\$400.00		0.00			
E 3	WTLV	11/06/12	11/06/12	530a-6a	CM	530a-6a	-T-----	1:00	1	\$400.00	P-3	0.00	NM	1	\$400.00
				530a-6a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	-T-----		1				\$400.00		0.00			

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E 4	WTLV	10/30/12	11/05/12	M-F 6-7a M-F 6-7am	CM	6a-7a (6:00 AM-6:30 AM)	MTWTF--	1:00	2	\$1,800.00	P-1	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--		2				\$1,800.00		0.00			
E 5	WTLV	10/30/12	11/05/12	M-F 6-7a M-F 6-7am	CM	6a-7a (6:30 AM-7:00 AM)	MTWTF--	1:00	1	\$1,900.00	P-1	0.00	NM	1	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--		1				\$1,900.00		0.00			
E 6	WTLV	11/06/12	11/06/12	M-F 6-7a M-F 6-7am	CM	6a-7a (6:30 AM-7:00 AM)	-T-----	1:00	1	\$1,900.00	P-1	0.00	NM	1	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	-T-----		1				\$1,900.00		0.00			
E 7	WTLV	10/30/12	11/05/12	Today Show M-F 7-9am	CM	7a-9a (7:00 AM-8:00 AM)	MTWTF--	1:00	2	\$1,600.00	P-1	0.00	NM	2	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--		2				\$1,600.00		0.00			
E 8	WTLV	10/30/12	11/05/12	Today Show M-F 7-9am	CM	7a-9a (8:00 AM-9:00 AM)	MTWTF--	1:00	1	\$1,750.00	P-1	0.00	NM	1	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--		1				\$1,750.00		0.00			
E 9	WTLV	11/06/12	11/06/12	Today Show M-F 7-9am	CM	7a-9a (8:00 AM-9:00 AM)	-T-----	1:00	1	\$1,750.00	P-1	0.00	NM	1	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	-T-----		1				\$1,750.00		0.00			
E 10	WTLV	10/30/12	11/05/12	M-F 12-1230p FCN Noon News	CM	M-F 12p-12:30p	MTWTF--	1:00	2	\$340.00	P-3	0.00	NM	2	\$680.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--		2				\$340.00		0.00			
E 11	WTLV	10/30/12	11/05/12	M-F 5-530p M-F 5-530pm	CM	M-F 5p-5:30p	MTWTF--	1:00	1	\$950.00	P-1	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--		1				\$950.00		0.00			
E 12	WTLV	11/06/12	11/06/12	M-F 5-530p M-F 5-530pm	CM	M-F 5p-5:30p	-T-----	1:00	1	\$950.00	P-1	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	-T-----		1				\$950.00		0.00			
E 13	WTLV	10/30/12	11/05/12	M-F 530-6p M-F 5:30-6pm	CM	M-F 5:30p-6p	MTWTF--	1:00	2	\$1,150.00	P-1	0.00	NM	2	\$2,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--		2				\$1,150.00		0.00			
E 14	WTLV	10/30/12	11/05/12	M-F 6-630p M-F 6-630pm	CM	M-F 6p-6:30p	MTWTF--	1:00	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--		1				\$2,000.00		0.00			
E 15	WTLV	10/30/12	11/05/12	LN (M-Su) Late News (M-Su)	CM	11-1135p	MTWTFSS	1:00	2	\$800.00	P-3	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTFSS		2				\$800.00		0.00			
E 16	WTLV	11/03/12	11/03/12	Sat 8-10a Sat 8a-10a	CM	8a-10a	-----S-	1:00	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1				\$350.00		0.00			
E 17	WTLV	11/04/12	11/04/12	Sun 6-630p Sun 6-630pm	CM	Sun 6p-6:30p	-----S	1:00	1	\$320.00	P-3	0.00	NM	1	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1				\$320.00		0.00			
E 18	WTLV	11/04/12	11/04/12	NFL Regular Season Fo NFL Regular Season	CM	NFL Regular Seas	-----S	1:00	1	\$5,000.00	P-3	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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E 18	WTLV	11/04/12	11/04/12	NFL Regular Season FoM NFL Regular Season	CM	NFL Regular Seas	-----S	1:00	1	\$5,000.00	P-3	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S			1			\$5,000.00		0.00			
N 19	WTLV	11/05/12	11/05/12	Mon Prime Other Mon Prime Special 2+ hour	CM	Various	M-----	1:00	1	\$6,000.00	P-1	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----			1			\$6,000.00		0.00			
													Totals	26	\$36,250.00